WE CLAIM:

1.   A method for communicating an advertisement to a mobile station, said method comprising:

detecting a registration of the mobile station with a base station;

5   initiating a user preferred schedule for transmitting advertisements to the mobile station subsequent to a detection of the registration; and

transmitting the advertisement to the mobile station in accordance with the user preferred schedule.

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2.   The method of claim 1, further comprising:

verifying a reception of the advertisement by the mobile station in response to a reception of a responsive command from the mobile station that indicates a reception of the advertisement by the mobile station.

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3.   The method of claim 1, further comprising:

rewarding a user of the mobile station in response to a responsive command from the mobile station that indicates a reception of the advertisement by the mobile station.

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4.   The method of claim 1, further comprising:

establishing a communication link between the mobile station and a telecommunication device associated with an advertiser represented in the advertisement in response to a reception of a contact command indicating

25   a desire of a user of the mobile station for an establishment of the communication link.

5.   The method of claim 4, further comprising:

rewarding a user of the mobile station when an establishment of the communication link results in a purchase of a good or a service from the advertiser.

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6.   The method of claim 1, further comprising:

providing a credit to an account of the user of the mobile station when transmitting the advertisement to the mobile station.

10   7.   The method of claim 1, further comprising:

determining a location of the mobile station; and

matching a location of an advertiser represented in the advertisement with the location of the mobile station.

15   8.   The method of claim 1, further comprising:

determining a first service area of the base station;

determining a second service area of any potential handoff base station; and

matching a location of an advertiser represented in the

20   advertisement with the first service area or the second service area.

9.   The method of claim 1, further comprising:

retrieving a user profile corresponding to the mobile station; and

matching a good or a service represented in the advertisement

25   with the user profile.

10.   The method of claim 1, further comprising:

compiling a list of advertisements previously transmitted to

mobile station prior to transmitting the advertisement to the mobile station,

wherein the advertisement is transmitted to the mobile station

5   when the advertisement is absent from the list of advertisements.

11.   A method for communicating an advertisement to a mobile

station, said method comprising:

transmitting an advertisement to the mobile station subsequent

10   to a registration of the mobile station with a base station; and,

verifying a reception of the advertisement by the mobile station

in response to a reception of a responsive command from the mobile station

that indicates the reception of the advertisement by the mobile station.

15   12.   The method of claim 11, further comprising:

rewarding a user of the mobile station in response to the

responsive command.

13.   The method of claim 11, further comprising:

20   establishing a communication link between the mobile station

and a telecommunication device associated with an advertiser represented in

the advertisement in response to the responsive command.

14.   The method of claim 11, further comprising:

25   rewarding a user of the mobile station when an establishment of

the communication link results in a purchase of a good or a service from the

advertiser.

15.   A system, comprising:

a mobile station operable to register with a base station; and

a computer operable to detect a registration of said mobile station with the base station, wherein the computer includes

5   means for initiating a user preferred schedule for transmitting advertisements to said mobile station subsequent to the registration detection, and

means for controlling a transmission of an advertisement in accordance with the schedule.

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16.   The system of claim 15, wherein

said mobile station includes means for transmitting a responsive command in response to a reception of the advertisement; and

said computer further includes means for verifying a reception of

15   the advertisement by said mobile station in response to a reception of said responsive command from said mobile station.

17.   The system of claim 15, wherein

said mobile station includes means for transmitting a responsive

20   command in response to a reception of the advertisement; and

said computer further includes means for rewarding a user of said mobile station in response to said responsive command from said mobile station.

18.   The system of claim 15, wherein

said mobile station includes means for transmitting a responsive command in response to a reception of the advertisement; and

said computer further includes means for establishing a

5   communication link between said mobile station and a telecommunication device associated with an advertiser represented in the advertisement in response to a reception of said responsive command.

19.   The system of claim 18, wherein

10   said computer further includes means for rewarding a user of said mobile station when an establishment of the communication link results in a purchase of a good or a service from the advertiser.

20.   The system of claim 15, wherein

15   said computer further includes means for providing a credit to an account of a user of said mobile station when transmitting the advertisement to said mobile station.

21.   The system of claim 15, wherein

20   said computer further includes means for determining a location of said mobile station; and

said computer further includes means for matching a location of an advertiser represented in the advertisement with the location of said mobile station.

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22.   The system of claim 15, wherein

said computer further includes means for determining a first service area of the base station and a second service area of any potential handoff base station; and

5   said computer further includes means for matching a location of an advertiser represented in the advertisement with the first service area or the second service area.

23.   The system of claim 15, wherein

10   said computer further includes means for retrieving a user profile corresponding to said mobile station; and

said computer further includes means for matching a good or a service represented in the advertisement with the user profile.

15   24.   The system of claim 15, wherein

said computer further includes means for compiling a list of advertisements previously transmitted to said mobile station prior to transmitting the advertisement to said mobile station.

20   25.   A system, comprising:

a mobile station;

a computer operable to control a transmission of an advertisement to said mobile station;

wherein said mobile station includes means for transmitting a

25   responsive command in response to a reception of the advertisement; and

wherein said computer includes means for verifying a reception of the advertisement by said mobile station in response to a reception of said responsive command from the mobile station.

26.   The system of claim 25, wherein

said computer further includes means for rewarding a user of said mobile station in response to said responsive command from said mobile station.

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27.   The system of claim 25, wherein

said computer further includes means for establishing a communication link between said mobile station and a telecommunication device associated with an advertiser represented in the advertisement in

10   response to a reception of said responsive command.

28.   The system of claim 27, wherein

said computer further includes means for rewarding a user of said mobile station when an establishment of the communication link results

15   in a purchase of a good or a service from the advertiser.

29.   A computer program product in a computer readable medium for communicating an advertisement to a mobile station, said computer program product comprising:

20   computer readable code for detecting a registration of the mobile station with a base station;

computer readable code for initiating a user preferred schedule for transmitting advertisements to the mobile station subsequent to the registration detection; and

25   computer readable code for controlling a transmission of an advertisement in accordance with the schedule.

30.   The computer program product of claim 29, further comprising:

computer readable code for verifying a reception of the

advertisement by the mobile station in response to a reception of a

responsive command from the mobile station that indicates a reception of the

5   advertisement by the mobile station.

31.   The computer program product of claim 29, further comprising:

computer readable code for rewarding a user of the mobile

station in response to a responsive command from the mobile station that

10   indicates a reception of the advertisement by the mobile station.

32.   The computer program product of claim 29, further comprising:

computer readable code for establishing a communication link

between the mobile station and a telecommunication device associated with

15   an advertiser represented in the advertisement in response to a reception of a

contact command indicating a desire of a user of the mobile station for an

establishment of the communication link.

33.   The computer program product of claim 32, further comprising:

20   computer readable code for rewarding a user of the mobile

station when an establishment of the communication link results in a

purchase of a good or a service from the advertiser.

34.   The computer program product of claim 29, further comprising:

25   computer readable code for providing a credit to an account of a

user of the mobile station when transmitting the advertisement to the mobile

station.

35.   The computer program product of claim 29, further comprising:

computer readable code for determining a location of said

mobile station; and

computer readable code for matching a location of an advertiser

5   represented in the advertisement with the location of said mobile station.

36.   The computer program product of claim 29, further comprising:

computer readable code for determining a first service area of

the base station and a second service area of any potential handoff base

10   station; and

computer readable code for matching a location of an advertiser

represented in the advertisement with the first service area or the second

service area.

15   37.   The computer program product of claim 29, further comprising:

computer readable code for retrieving a user profile

corresponding to said mobile station; and

computer readable code for matching a good or a service

represented in the advertisement with the user profile.

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38.   The computer program product of claim 29, further comprising:

computer readable code for compiling a list of advertisements

previously transmitted to said mobile station prior to transmitting the

advertisement to said mobile station.

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39.   A computer program product in a computer readable medium for communicating an advertisement to a mobile station, said computer program product comprising:

       computer readable code for transmitting an advertisement to the
5   mobile station subsequent to a registration of the mobile station with a base station; and,

       computer readable code for verifying a reception of the advertisement by the mobile station in response to a reception of a responsive command from the mobile station that indicates the reception of
10   the advertisement by the mobile station.

40.   The computer program product of claim 39, further comprising:
       computer readable code for rewarding a user of the mobile station in response to the responsive command.

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41.   The computer program product of claim 39, further comprising:
       computer readable code for establishing a communication link between the mobile station and a telecommunication device associated with an advertiser represented in the advertisement in response to the responsive
20   command.

42.   The computer program product of claim 39, further comprising:
       computer readable code for rewarding a user of the mobile station when an establishment of the communication link results in a
25   purchase of a good or a service from the advertiser.